



MIAMI BEACH

OFFICE OF THE CITY MANAGER

NO. LTC # **069-2012**

LETTER TO COMMISSION

TO: Mayor Matti Herrera Bower and Members of the City Commission

FROM: Jorge M. Gonzalez, City Manager

DATE: March 12, 2012

SUBJECT: **EVENT RECRUITMENT LIST**

This Letter to Commission is intended to provide information requested during the December 27, 2011, Finance and Citywide Projects Committee Meeting. The Administration was asked to create a list of events the City could recruit for Miami Beach. These events are intended to attract visitors and attention to the destination. The Tourism and Cultural Development Department, along with the Miami Beach Visitor and Convention Authority (MBVCA), have been researching and developing a list of events to recruit since late summer 2011. This was also done in conjunction with Hill and Knowlton, the MBVCA's public relations firm.

Pursuant to the aforementioned request, attached is a current list of event recruitment recommendations for Miami Beach, along with a brief summary and background information provided by Hill and Knowlton. Please note that a number of events, such as the Latin Grammys, are not included in the list because Miami Beach doesn't have a venue that can host such an event. However, the City continues to work with the Greater Miami Convention and Visitors Bureau to target events such as the Latin Grammys to host Countywide.

The Administration will be working with the MBVCA and GMCVB to recruit these events.

Please let me know if you have any questions.

C: Hilda Fernandez, Assistant City Manager
Max Sklar, Tourism and Cultural Development Director
Grisette Roque Marcos, Executive Director, MBVCA

JMG/HMF/MAS

RECEIVED
2012 MAR 12 PM 2:04
CITY CLERK'S OFFICE

TOP EIGHT FESTIVALS WE RECOMMEND FOR MIAMI BEACH

1. MASTERPIECE FAIR, ENGLAND
2. DINER EN BLANC, FRANCE
3. NATURE CAPITALE, FRANCE
4. STARTS WITH YOU, BRAZIL
5. FESTIVAL OF LIGHTS, GERMANY
6. FIESTA LATINA FESTIVAL, BELGIUM
7. MTV VIDEO MUSIC AWARDS, USA
8. CAVENDISH BEACH MUSIC FESTIVAL, CANADA

ENGLAND

Masterpiece Fair

When: Summer

Location: London, England

Attendance: Unknown

Website: <http://www.masterpiecefair.com/>

Synopsis: Masterpiece London will bring together a wide range of top exhibitors from far and wide in 2012. Showcasing all luxuries, the fair includes from cars and jewelers to paintings and food, and the possibilities are endless.



Additional Information:

Building on its stunning success in 2010 and 2011, Masterpiece London will bring together a wide range of top exhibitors from far and wide in 2012. At the peak of the capital's summer season, Masterpiece London presents art and design of the highest order, enlivened with its own special twist. Its mission? To thrill collectors and delight all comers.

Held on the South Grounds of the Royal Hospital Chelsea, Masterpiece London will reload its winning formula. This is no ordinary antiques fair, but a forum for distinctive design and aesthetic excellence where every exhibit is of superb quality. From Bugatti to bronzes, Cartier to Cognac, Picasso to pink diamonds, the choice is yours. Whether you are looking for that single, sensational piece, or just enjoying temptation on a grand scale, there is nowhere better than Masterpiece London 2012. And each item on show is vetted by experts, allowing you every confidence in your choice.

Masterpiece London has a reputation to live up to on all fronts. The dining options at the fair in 2011 were both diverse and sophisticated, courtesy of Urban Caprice. Classic Members' Club, Harry's Bar, offers its celebrated Bellini; The Mount Street Deli boasts an array of sandwiches, pastries and salads; and for the full A La Carte Lunch or dinner, enjoy the iconic restaurant, Le Caprice, custom-built within the fair.

FRANCE

Dîner En Blanc

When: June

Location: Paris, France

Attendance: Around 5,000 (1,000 in New York)

Website: <http://www.nytimes.com/2011/07/06/dining/a-pop-up-paris-picnic-is-coming-to-new-york.html?pagewanted=all>

Synopsis: Thousands of Parisians dressed entirely in white converged on two of the city's most picturesque locations — 6,200 in a courtyard of the Louvre — for a feast that was neither advertised nor publicly heralded.



Additional Information:

Born in Paris and spreading to Canada and the United States, the gastronomic pop-up dinner thrives on just a very few rules: Everyone wears their most elegant whites, the event happens rain or shine, and the spot stays secret, when suddenly, a dinner party for hundreds or thousands materializes

This annual event, called the Dîner en Blanc — the “dinner in white” — is like a gustatory Brigadoon, equal parts mystery, anachronism and caprice. Now attended by thousands at some of the best-known Parisian spaces, it began humbly in 1988.

FRANCE

Nature Capitale

When: Summer

Location: Paris, France

Attendance: 2 Million people

Website: <http://www.naturecapitale.com/>

Synopsis: Young French farmers have organized a two-day event called 'Nature Capitale,' which transforms the Champs-Élysées into a vast garden of flowers, herbs and crops, complete with farm animals. People may purchase herbs or crops in advance to have their own part in the art piece.



Additional Information:

Nature Capitale, a project by Gad Weil and the Young French farmers, are transforming the Champs Elysees into a gigantic garden this weekend to celebrate World Day of Biodiversity.

This green artwork was composed from a patchwork of 8,000 fragments – among 150 different species of agriculture and forestry – each one of them a witness to the wealth of our country's biodiversity. People could purchase these fragments, thus actively participating in the art piece and also in its distribution, beyond the finite life of the event itself.

The two-day eve has seen the Champs-Élysées transformed into a vast garden of flowers, herbs and crops, complete with farm animals such as pigs, cows, horses and sheep. The event is costing \$5.3 million dollars to stage.

BRAZIL

Starts With You

When: November

Location: São Paulo, Brazil

Attendance: 165,000 +

Website: <http://www.swu.com.br/en/>

Synopsis: Over 74 global musical acts over three days, accompanied by The Global Sustainability Symposium which over 3,500 people attended over those same three days.



Additional Information:

This October the inaugural SWU Music & Arts Festival, one of the largest ever held in South America, was staged at the Maeda Farm near São Paulo, Brazil. Over 74 global musical acts, including headliners Rage Against the Machine, Linkin Park, Kings of Leon, Dave Matthews Band, the Crystal Method, Joss Stone, Incubus and Tiësto, played over 50 hours of music during the 3-day festival, to over 165,000 attendees, set against a stunning backdrop of world class art installations. However, it was much more than just a great opportunity to party, as SWU defined its core brand commitment by introducing the Global Sustainability Symposium.

The brainchild of Brazilian advertising mogul, Eduardo Fischer and created from conception to execution in less than 7 months, SWU's initiative was clear: To provide solutions that can be applied by every individual and that bring about a healthier world for ourselves and the planet. When asked about his inspiration for creating this platform, Eduardo replied, "SWU is an awareness movement that purports to show - through practical examples and simple actions - that everyone can indeed begin to do their part by changing attitudes in small day-to-day ways, instead of expecting others to do it for you. Hence the name Starts With You."

The Global Sustainability Symposium proved to be a powerful and inspiring event. Attended by more than 3,500 people over 3 days, and with a web-cast audience of more than a quarter million and page views of over half a million, it became one of the most watched web events in Brazilian history, surpassing even the Presidential debate. Over 40 global and local environmental educators, innovators, thought leaders and change makers gathered to share ideas and offer solutions to a brighter future. Conservationist and star of Animal Planet, Jeff Corwin was encouraged to see so many people from all over the globe, engage, "The truth is that we are running out of time, but it's not too late to change. We just need to do it soon."

GERMANY

Festival of Lights

When: October

Location: Berlin, Germany

Attendance: at least 1 million

Website: <http://festival-of-lights.de/en/the-festival/>

Synopsis: For 12 days Berlin's world-famous landmarks and monuments are dressed in spectacular lights. The festival is accompanied by numerous cultural events, all exploring the theme "Light".



Additional Information:

The Festival of Lights is one of the largest illumination festivals in the world. Every year for twelve days in October, Berlin's world-famous landmarks and monuments are dressed in spectacular light. German and international artists and lighting designers present extraordinary illuminations, light art and creative designs. The festival is accompanied by numerous cultural events, all exploring the theme "Light". The festival is an admission-free, top artistic event for an audience of millions. It generates massive media interest worldwide, and as a result, promises real sustainability.

The festival is organized by Zander & Partner Event-Marketing GmbH, with Director Birgit Zander as the driving force behind it. In cooperation with the "City Stiftung Berlin" and lighting designer Andreas Boehlke, she was already laying the foundation for this successful public event back in 2005.

Numerous celebrities, businesses, institutions and artists are committed to the continual development of the festival. It is only through the involvement of all these people that enables us to transform the entire city into a huge exhibition space with international appeal.

BELGIUM

Fiesta Latina Festival

When: September

Location: Brussels, Belgium

Attendance: Unknown

Website: www.fiesta-latina.be/

Synopsis: This event is a concert of Latin music, food, and displays. Unique way to get to know other cultures and bring people of different cultures together.



Additional Information:

For its 9th edition, the Fiesta Latina Festival will take place on Avenue Louise on Friday 2nd, Saturday 3rd and Sunday 4th of September 2011.

From Cuba to the Bahamas, Venezuela to Mexico through Colombia, Honduras, the Canal of Panama, Haiti, Puerto Rico, Curacao, The Dominican Republic, St Vincent, Guyana or Guadeloupe, this festival is a unique opportunity for everyone to get away from her/his culture and start discovering the traditions, rhythms, colors and flavors of Latin-America. This event is a concert of Latin music, food, and displays.

The program: concerts, DJ's, parties, terraces, the legendary caïpirhiñas and mojitos, and more.

UNITED STATES OF AMERICA

MTV Video Music Awards

When: September

Location: All over USA, this year it will be held in Las Vegas

Attendance: Unknown

Website: <http://www.mtv.com/ontv/vma/2011/>

Synopsis: The MTV Video Music Award (VMAS), present awards to honor the best in music videos. The annual VMA ceremony is broadcasted live on MTV.



Additional Information:

An MTV Video Music Award (commonly abbreviated as VMAS), is an award presented by the cable channel MTV to honor the best in music videos. The annual VMA ceremony is usually held in September, and broadcast live on MTV.

The first VMA ceremony was held in 1984 at New York City's Radio City Music Hall. Other VMAs have been held in Los Angeles, Miami, and Las Vegas. The 2011 MTV Video Music Awards will take place on August 28, 2011 at the Nokia Theatre in Los Angeles. The statue given to winners is an astronaut on the moon, one of the earliest representations of MTV.

The VMAs have been a generational pop-cultural annual award show that gathers the most popular bands and artists each year. For years, the show was noteworthy for its live crazy moments and performances.

The show starts with a pre-show that can last from 1 to 2 hours. That is followed by the main show which lasts up to two-three hours, and then the post-show.

CANADA

Cavendish Beach Music Festival

When: July

Location: Cavendish, Prince Edward Island, Canada

Attendance: 60,000+

Website: <http://cavendishbeachmusic.com/>

Synopsis: World-class country entertainment, camping, dining and more than 30 acts over four days



Additional Information:

The Lotto Max presents Cavendish Beach Music Festival welcomes more than 60,000 visitors each July to the coastal community of Cavendish, Prince Edward Island. The festival features world-class country entertainment, camping, dining and more than 30 acts over four days. Past performers have included country greats: Lady Antebellum, Keith Urban, Taylor Swift, Tim McGraw and the legendary Reba. In 2010, the Cavendish Beach Music Festival received several industry accolades including nominations for Event of the Year by the Canadian Country Music Association as well as the East Coast Music Awards.

TOP SEVEN FESTIVALS WE RECOMMEND FOR THE MIAMI BEACH CONVENTION CENTER

1. INTERNATIONAL INDIAN FILM ACADEMY, INDIA
2. SALON VINEXPO, FRANCE
3. STOCKHOLM BEER AND WHISKEY FESTIVAL, SWEDEN
4. FOTO FESTIVAL KNOCKE- HEIST, BELGIUM
5. ABU DHABI INTERNATIONAL BOOK FAIR, UNITED ARAB
EMIRATES
6. TOP SPIN: PIN PONG FOR CHARITY, USA
7. PEBBLE BEACH CONCOURS D'ELEGANCE, USA

INDIA

IIFA (International Indian Film Academy)

When: June

Location: Held in Malaysia, London, Singapore, Amsterdam, Dubai, Thailand, Toronto and more

Attendance: Over 16,000 attending, more than 20,000 watching.

Website: www.iifa.com

Synopsis: Held in different parts of the world, the IIFA Weekend and Awards is a celebration of Indian Cinema consisting of fun-filled activities that bring the fans close to their favorite stars.

☆ This event is already interested in coming to Miami Beach.



Additional Information:

The International Indian Film Academy is a first-of-its-kind effort to promote Indian Cinema globally thus reaching out to millions of its fans.

The IIFA Weekend and Awards is a celebration of Indian Cinema consisting of fun-filled activities that bring the fans close to their favorite stars. The highlight of the Weekend is the IIFA Awards Ceremony that honors the best of Indian cinema. Fans of Indian cinema from all over the world converge to celebrate Indian cinema, whereas millions worldwide catch the telecast from the comforts of their home.

IIFA spreads the magic of Indian cinema to various exotic locales around the world.

FRANCE

Salon Vinexpo

When: June

Location: Bordeaux, France

Attendance: Unknown-- Open only to wine and spirits trade professionals, associated businesses, and journalists.

Website: <http://www.vinexpo.com/en/>

Synopsis: Vinexpo is the key event for major international operators in the wine and spirits sector.



Additional Information:

Vinexpo is strictly restricted to wine and spirits trade professionals and associated businesses (restaurants, Duty Free, etc.) as well as journalists.

Must apply for admittance before and be approved.

Created in 1981, by the Bordeaux Chamber of Commerce and Industry, the Vinexpo exhibition has established itself over the years as the key event for major international operators in the wine and spirits sector.

It is an outstanding showcase for products from all over the world, visited by buyers from every corner of the globe, and is a place for exchange and debate in the heart of the greatest fine wine growing area in the world.

Since 1989, Vinexpo has succeeded, beyond the exhibition itself, in providing wine and spirits professionals with a genuine tool for strategic reflection and planning.

Ahead of each exhibition, Vinexpo organizes and carries out studies, symposia, and conferences on key issues concerning the trade.

SWEDEN

Stockholm Beer and Whiskey Festival

When: October

Location: Stockholm, Sweden

Attendance: Unknown

Website: <http://www.stockholmbeer.se/>

Synopsis: One of the world's largest and best drink festivals with over 1,300 types of beer, whiskey, cider, and calvados alongside seminars, live music, and food.



Additional Information:

Experience one of the world's largest and best drinks festivals in Stockholm this October.

Sample over 1,300 types of beer, whisky, cider and calvados alongside seminars and live music. There's also plenty of food available.

Celebrating its 19th edition, this year's festival will take place at Factory, on Nacka Strand in Stockholm, Sweden and is split into two fairs, held between 30 September and 2 October, and 7 and 9 October. This year the festival will also hold a new area, called the Taste Experience, which will offer tastings and insights into other beverages including wine, cognac and tequila.

BELGIUM

Foto Festival Knokke-Heist

When: April- June

Location: Knokke-Heist, Belgium

Attendance: Unknown

Website: <http://www.fotofestival.be/index.php/en>

Synopsis: A festival displaying photographs from leading and emerging photographers in different venues, with one main location. Each year has a theme, 2011's theme is "Future Portraits"



Additional Information:

This year marks the 33rd edition of the International Photo Festival Knokke-Heist, and once again the festival offers a surprisingly rich and varied overview of international photography. Every year the Photo Festival features the work of a host of leading international and Belgian photographers, in combination with exhibitions of the work of emerging young photographers. The Festival takes place in different locations in the municipality of Knokke-Heist. The main locations are an exhibition pavilion, which will be built on the beach near Rubensplein, and the Cultural Centre Knokke-Heist.

The 2011 Photo Festival will enhance Knokke-Heist's position as a perfect place to experience fine art while enjoying everything that Knokke-Heist has to offer: nature walks, beautiful beaches, fine dining, shopping, the good life...

The theme of the 2011 festival is Future Portraits. The festival has chosen to zoom in on theatrical portrait photography and on the manner in which contemporary media are used to give this genre a new lease of life

UNITED ARAB EMIRATES

Abu Dhabi International Book Fair

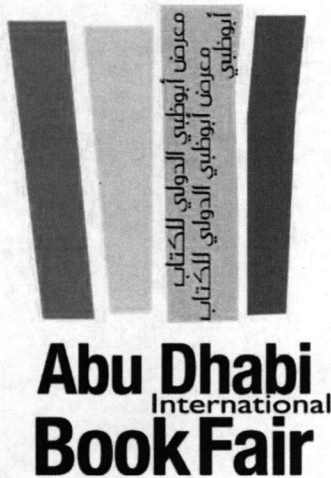
When: March

Location: Abu Dhabi, United Arab Emirates

Attendance: Unknown

Website: <http://www.adbookfair.com/cms/>

Synopsis: For six days the ADIBF turns into the meeting point for all international and Arab publishers turning ADIBF into the nation's biggest book shop. More than 500,000 book titles are on display each year that can be purchased.



Additional Information:

For six days in March the ADIBF turns into the meeting point for all international and Arab publishers turning ADIBF into the nation's biggest book shop for six days, offering all in attendance a unique chance to fill in the gaps in their libraries. Indeed, some schools and libraries look forward to the fair to buy their entire book supply for the coming year.

There will be a large variety of programs in store for you at the 2011 ADIBF, which include author lectures, book signings, poetry performances by local and international poets and a live daily cooking show.

The Abu Dhabi International Book Fair is flourishing. That's because Abu Dhabi offers the best access to industry professionals and key market players in the Middle East and North Africa. With more than 500,000 titles on display each year, the possibility for new business opportunities is endless.

Abu Dhabi is rapidly becoming the hub of the Arab book trade and the point of reference for booksellers, publishers and distributors in the Arabian Peninsula and Gulf region.

UNITED STATES OF AMERICA

Top Spin: Ping Pong for Charity

When: November – December

Location: Kick off in Chicago, go to Los Angeles, San Francisco, and end in NYC

Attendance: Over 1,100

Website: <http://www.facebook.com/TopSpinCharity>

Synopsis: A charity ping pong tournament and fundraising event for locally-based charities focused on youth education.

☆ This event is already interested in coming to Miami Beach



Additional Information:

TopSpin is a charity ping pong tournament and fundraising event targeted at industry professionals and key influencers in the professional sports and entertainment industries.

In two years, TopSpin has raised over \$300,000 and attracted over 1,100 industry professionals in New York and is now expanding to Chicago, San Francisco and Los Angeles, with the goal of raising \$1MM for high-impact, locally-based charities focused on youth education.

TopSpin is a community of professionals located nationwide, joining together to support nonprofits dedicated to solving the nation's most pressing child education issues.

We partner with high-impact organizations by raising funds, awareness and resources to help them achieve their goals within the communities that they serve. By leveraging a vast pool of corporate resources, we connect partners through innovative cause-related marketing platforms and create unique fundraising opportunities to reinforce each partner's nonprofit mission.

Our vision is to continuously find innovative and dynamic ways to maximize our partners' efforts, and in the process, provide critical support that will empower America's youth.

UNITED STATES OF AMERICA

Pebble Beach Concours d'Elegance

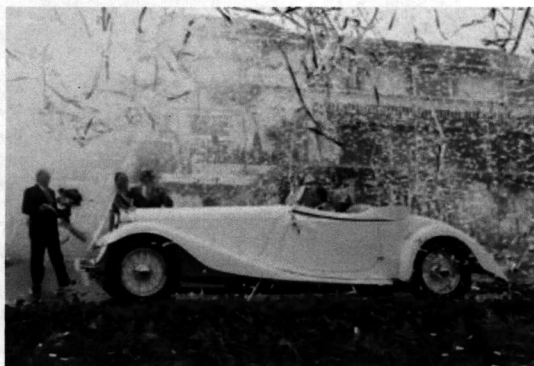
When: August

Location: Pebble Beach, California

Attendance: Unknown

Website: <http://www.pebblebeachconcours.net>

Synopsis: A showing of about 200 of the most prized collector cars and motorcycles in the world



Additional Information:

Once each year, on the third Sunday in August, about 200 of the most prized collector cars and motorcycles in the world roll onto what is often called the best finishing hole in golf — the famed eighteenth fairway at Pebble Beach. Tire meets turf and transformation occurs: the stage is set for one of the most competitive events in the automotive world. The occasion is the prestigious Pebble Beach Concours d'Elegance.

Originally a small social event paired with a road race through the pine and cypress forests of Pebble Beach, the Pebble Beach Concours has grown into the top-ranking collector car show in the world. People from all over the globe come to compete in or simply enjoy the event here at Pebble Beach.

The automobiles on our show field and the new cars on our concept lawn cover more than a hundred years of automotive style and technology. Our automotive past is ever expanding and this Concours is committed to celebrating automotive excellence both past and present. Increasingly, as in the early days of the Concours, innovative concepts and new cars debut at Pebble Beach. Thousands of enthusiasts will be on hand to celebrate these vehicles and enjoy the company of others who share their passion.